

Important Decisions About Our Future

Special Announcement



This message is from Brian Nester, DO, MBA, FACOEP, President and Chief Executive Officer.

We have important news to share about strengthening LVHN for the future. Our plan includes aggressively growing access in areas of community need, and restructuring management and administrative positions to care for the community at a lower cost while maintaining high quality.

LVHN, like health networks nationwide, is being challenged by strong forces in our health care environment. Changing payer mix, declining reimbursement, shifting care delivery from hospitals to outpatient facilities and growing competition from retail health care providers are putting unprecedented pressure on health networks to change.

We continue to focus on helping patients manage their health better at home in order to reduce hospitalizations. However, the impact of delivering care in new, more effective ways reduces revenue. While our emergency rooms, ExpressCAREs and physician practices are busy due to flu season, we are not meeting our budgeted operating margin (revenue minus expenses). This requires us to continually adjust operations.

As the region's leading health care provider, we will continue to introduce innovative procedures, attract clinical expertise, reward our staff, and grow to meet the demand for convenient and accessible outpatient locations. We must fulfill our responsibility to our communities and strengthen LVHN for the future. Here's how.

We must reduce expenses and cultivate new revenue streams while supporting our patients. This week, we

implemented difficult and necessary decisions. We eliminated approximately 70 positions that are primarily in management and administrative areas where we can be more efficient. We have attempted to minimize the impact on our colleagues by not filling newly opened positions and positions that we had planned to fill. We have not eliminated positions that impact patient care. In fact, we restructured mid-level nursing roles to create more time to provide patient care.

A tighter management structure allows us to implement critical change more quickly and support the delivery of high quality care at a lower cost. This decision is not a reflection of any colleague's work. We appreciate the contributions of the colleagues whose positions were affected, and we will support them through their transition.

Changes also apply to non-wage expenses and improved revenue. We have identified a significant amount of expense savings through operational efficiencies. Additionally, we are now seeing the benefit of our hard work related to improved quality and utilization management (population health management) through new revenue from our contracted payer partners.

These actions are the start of a process we will continue to follow in order to grow, manage costs and remain strong financially.

We must "just say yes" when patients need an appointment, a test or urgent care. We are making a promise to schedule patients into a physician practice "today, tomorrow, or the next day." That will require staff who can deliver an outstanding experience. I assure you LVHN will continue to recruit for positions in

services with high demand and community need. Specifically, we are recruiting physicians, APCs, nurses, medical assistants and patient service representatives.

We must grow to the meet the changing needs of our community. We have a responsibility to give people convenient access to the care they need close to home. Over time, LVHN merged with organizations who were our partners for years, and we continue to build services and specialties in all our regions, including access to the Lehigh Valley Heart Institute, Lehigh Valley Cancer Institute, Lehigh Valley Surgery Institute and Lehigh Valley Children's Hospital. In the months ahead we will also transform our care by planning our health care campuses of the future in Hazleton, Lower Nazareth Township, Tannersville and Quakertown with a focus on accessible, outpatient services.

We will focus our resources to best serve the greatest needs of our communities and our colleagues and seize the opportunity to propel LVHN forward for the future. And, as we change and evolve, we will support and invest in you, and work together as a team to make LVHN even better for our patients who need our care now and for years to come.



WATCH THE CEO UPDATE VIDEO

Dr. Nester continues the conversation and discusses the important decisions we've made to ensure the future strength of LVHN.

New York Times Front-page News: Our Flu Care

We did it again! Our exceptional care made national news. This time, it was The New York Times. [Read the article](#) about our flu care that appeared on the front page, above the fold.

A team from The New York Times recently visited LVH-Cedar Crest. They talked with and photographed physicians and nurses providing flu care in our surge tent and hospital, as well as patients and their families receiving flu care throughout the hospital.

This is the latest in a series of national news stories featuring LVHN. Congratulations and thank you for all you do to deliver world-renowned care.



Colleague Engagement Survey Rescheduled

Colleague engagement is more important than ever as LVHN faces significant change and transition. We listen to

colleagues in a variety of ways, including through our upcoming

Colleague Survey

Colleague Engagement Survey. Right now, human resources (HR) is supporting colleagues who are in transition due to the recent re-structuring of our health network.

Because HR and organizational effectiveness (OE) want to dedicate the appropriate time and energy to implement the survey and respond to your feedback, the survey has been pushed back a few weeks from February to April. Please be assured that in the spring, we will listen to your feedback about your experience at LVHN and use it to make your work experience even better.

More details will be shared with you when the Colleague Engagement Survey launches in April.

Thank you for your understanding and continued commitment to our patients, our community and to one another. When we work together as a team we will make LVHN even stronger.

Send Valentine's Day Cards to Patients

Fragrant roses, chocolate-dipped strawberries or pastel candy hearts might spell "I LUV U" to some on Valentine's Day – but at Lehigh Valley Hospital, we show our patients that love with hand-delivered Valentine's Day cards. This surprise card shower was such a big hit last year, we're ready to make it rain again, and we need your help.

PICK A CARD, ANY CARD.

Visit LVHN.org/valentine and select from the eight valentine greetings. We have one in Spanish. Type a message from your heart.

You can include a personal message of encouragement. Remember: This will be shared with a patient selected at random. Sending more than one card is encouraged, but make sure you do so by Sunday, Feb. 11.

WE'LL TAKE IT FROM THERE.

Beginning Tuesday, Feb. 13, and concluding on Wednesday, Feb. 14, printed Valentine's Day cards will be delivered to

patients by LVHN volunteers at all of our hospitals: LVH-Cedar Crest, LVH-17th Street, LVH-Muhlenberg, both LVH-Schuylkill campuses, LVH-Hazleton and LVH-Pocono. Last year, more than 1,300 colorful cards were given out, with greetings coming from as far as Japan and as near as Allentown.

LVHN thanks Christmas City Printing and Alcom Printing for their support of LVHN's Valentine's Day card shower.





Red Couch Tour Joins “Little Red Dress” Event

The American Heart Association's Red Couch Tour is coming to Pottsville this Sunday as part of Lehigh Valley Hospital–Schuylkill Auxiliary's “Little Red Dress” event. And there's still time to attend. The Auxiliary recognizes American Heart Month by hosting its annual “Little Red Dress Event,” which offers valuable information and education in an entertaining and fun environment.

The Red Couch Tour aims to bring awareness to the No. 1 killer of women in America, heart disease. The tour, presented by LVHN in partnership with the American Heart Association, provides an opportunity for individuals to sit and make a heart healthy pledge. Pledges consist of heart healthy reminders such as limiting sugary beverages, walking more and breathing deeply. The Red Couch Tour will travel throughout the area, providing opportunities for individuals to share their heart stories and spread awareness about heart disease. “We are very pleased to add the Red Couch Tour to our Little Red Dress Event,” says Mary Bardell, LVH–Schuylkill Auxiliary Liaison.

LITTLE RED DRESS EVENT

Sunday, Feb. 11, 12:30–5 p.m.

Ramada Inn, 101 South Progress Ave., Pottsville

FEATURED SPEAKER:

Kelly M. Wanamaker, MD, Lehigh Valley Physician Group (LVPG) Cardiac and Thoracic Surgery

TOPIC:

Preventive measures and clinical interventions and treatments

Tickets are available in advance at LVH–Schuylkill gift shops or at the door.



Enter to Win Free Phantoms Tickets

All LVHN colleagues are eligible to win free tickets to an upcoming professional ice hockey game at the PPL Center in Allentown.

A random drawing will be held for 195 pairs of tickets – a total of 390 tickets – to see the Lehigh Valley Phantoms play the Belleville Senators in an American Hockey League game on Saturday, March 31, at 7:05 p.m.

Enter the drawing by completing the form at LVHN.org/phantoms. The deadline to qualify for the drawing is Feb. 28. Winners will be announced March 5.



A WBRE-TV reporter talks with LVH–Schuylkill Auxiliary members at Murphy Jewelers, Pottsville, in a preview of Sunday's Little Red Dress event. Murphy Jewelers donated a “heart beat” necklace in honor of the Red Couch coming. See the full story at pahomepage.com.

CALENDAR OF EVENTS

Stroke – Are You at Risk?

FREE Community Lecture
Tuesday, Feb. 20 • noon
LVHN Rehabilitation Center–Schuylkill
300 Schuylkill Medical Plaza
Pottsville

Heart Care That's Amazing Everyday

You don't take chances with a heart condition. You head straight for care that's amazing everyday. That's the message in our new marketing campaign. We're telling the people of our region why the Lehigh Valley Heart Institute is the place to go for heart care.

Lehigh Valley Heart Institute and Lehigh Valley Cancer Institute became “official” on Jan. 31. We unveiled items such as lab coats and badge-holders carrying institute branding. Now we’re taking our messaging to the community, initially focusing on the Heart Institute well into March, then shifting to the Cancer Institute in the spring.

Why should people choose our institutes for care? According to Pennsylvania Health Care Cost Containment Council statistics, more people in the greater Lehigh Valley region trust LVHN with their care than any of our competitors. According to Vizient Quality and Accountability Study statistics, LVHN saves more lives in the greater Lehigh Valley region than any of our competitors. LVHN is the only system in the region to continually find new and innovative ways to deliver high-quality care.

Lehigh Valley Heart Institute treats twice as many cardiac cases as our nearest competitor. Lehigh Valley Cancer Institute treats more than 1,300 new cancer cases annually than our nearest competitor.

Going forward, people will be seeing newspaper ads, video spots in TV commercials, movies theaters and on social media, radio spots on a variety of local stations, and billboards around the Lehigh Valley area as well as in Carbon and Bucks counties. Some of our promotions will speak to the outstanding care our institute colleagues provide. Other promotions will tell wonderful stories about the patients we've treated.

We've also launched a new website dedicated to the Heart Institute so people can find pertinent institute information as well as a cardiac specialist. Visit LVHN.org/lehigh_valley_heart_institute.

The same approach will be utilized when we begin promoting the Cancer Institute in April.

HERE'S A LOOK AT WHAT SOME OF OUR PROMOTIONS LOOK LIKE AND SAY

An advertisement for the Lehigh Valley Heart Institute. On the left, a photograph shows a smiling woman with short blonde hair, Anjita K., holding her young grandson who is wearing a red sweater. The background is dark grey. On the right, a red banner at the top contains the text 'LEHIGH VALLEY HEART INSTITUTE' in white. Below this, the headline 'Heart care that gave me a future.' is written in large white font. Further down, the phrase 'Amazing. Everyday.' appears in a smaller white font. In the bottom right corner, the Lehigh Valley Heart Institute logo is displayed, featuring a stylized heart icon and the text 'Lehigh Valley Heart Institute' and 'LEHIGH VALLEY HEALTH NETWORK'.

BILLBOARD

LEHIGH VALLEY HEART INSTITUTE


You don't take chances with a heart condition. You head straight for care that's amazing, everyday. That's why more than twice as many heart patients choose Lehigh Valley Heart Institute over any other hospital in the region. We're achieving amazing results that save more lives. After all, we're first with leading-edge care and pioneering research, so you have more treatment options. We're attracting more specialists who've trained at the nation's top heart programs to give you an unlimited range of expertise. By bringing


together the most advanced technologies and groundbreaking research, we're taking on the challenges that other hospitals turn away. It's the kind of clinical success found only at the nation's top medical centers. And the same kind of care you'll receive at Lehigh Valley Heart Institute. Plus, it's all right here, close to home.

To learn more, visit LVHN.org/HeartInstitute.

Amazing. Everyday.

SOME HOSPITALS TURN AWAY
THE MOST CHALLENGING HEART PATIENTS.
WE EMBRACE THEM.

Anita K.

 **Lehigh Valley
Heart Institute**
LEHIGH VALLEY HEALTH NETWORK

PRINT AD

SOCIAL MEDIA